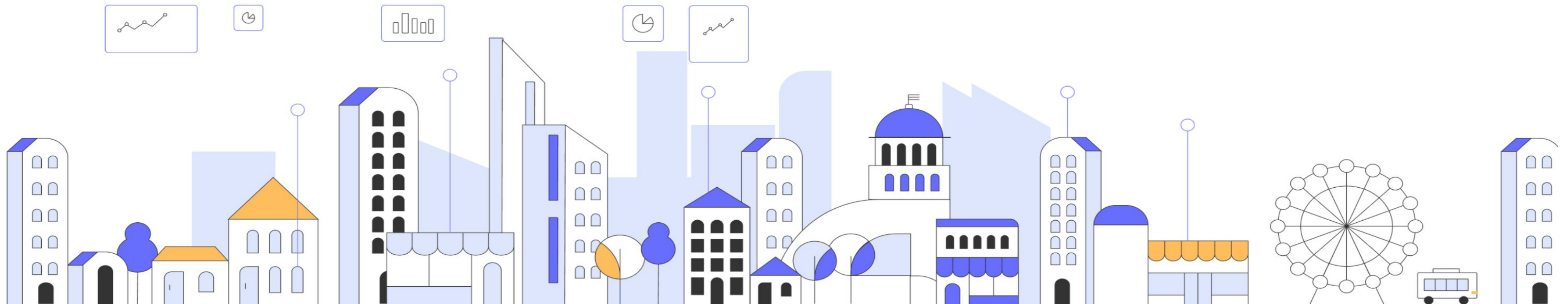


Windham, ME

Market Pulse Monthly Report

March 2026



Report Highlights

Sustained Growth in Non-Resident Visits Over the Past Year

Overall economic activity remains healthy, with non-resident visits increasing by 1.0% over the last 12 months, totaling over 9.1 million visits.

Slight Dip in Unique Out-of-Market Visitors, but Total Visits Rise

While the number of unique out-of-market visitors saw a slight decrease of 0.9% over the past year, their total visits to the area increased by 1.3%, reaching over 8.3 million.

Decline in Overall Employee Count Warrants Closer Attention

The total number of employees within the market declined by 5.8% compared to the previous year, now standing at approximately 4,400. This trend indicates a need for strategies to retain and attract talent.

Significant Drop in Visitation at Key Community Park

Windham Community Park & Garden experienced a notable 36% year-over-year decline in visits for the current month, falling to approximately 1,450 visitors. This warrants further investigation into contributing factors.

Report Highlights was generated with AI based on the data in this presentation.

Overview

OUT-OF-MARKET VISITORS

People who visit the market but do not live or work in it, based on Placer's location data.

195.4K ▼-1.2% YoY

RESIDENT EMPLOYEES

People who live and work in the market, based on Placer's location data.

2.3K ▼-16.1% YoY

RESIDENT POPULATION

Number of people living in the market (Avg. Daily) based on Placer's location data.

18.2K

DAYTIME POPULATION

Avg. people present in the market during business hours based on STI: Workplace 2024

16.6K

INBOUND COMMUTERS

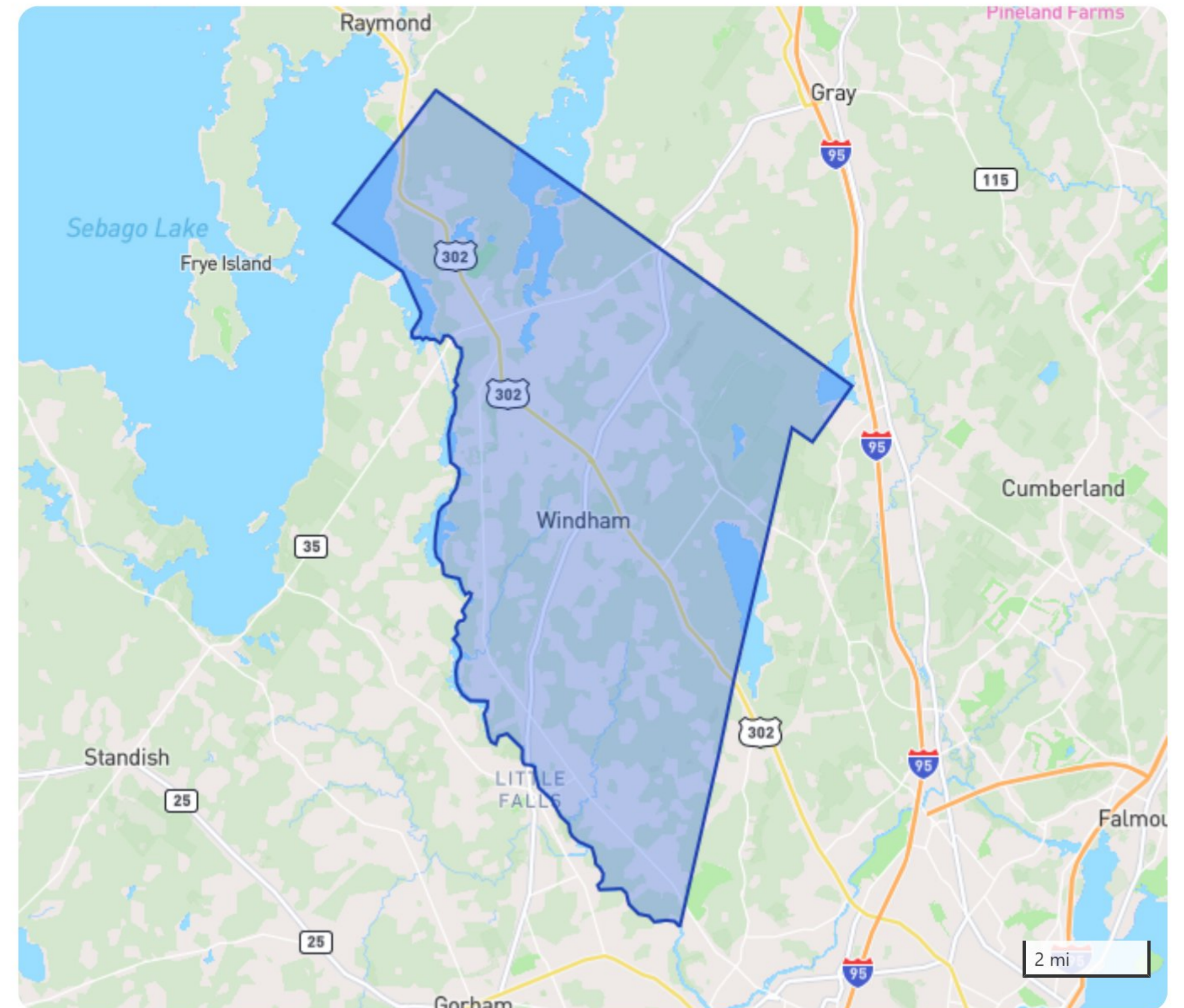
People commuting in for work, based on Placer's location data.

4.8K ▼-5.7% YoY

NON-RESIDENT VISITS

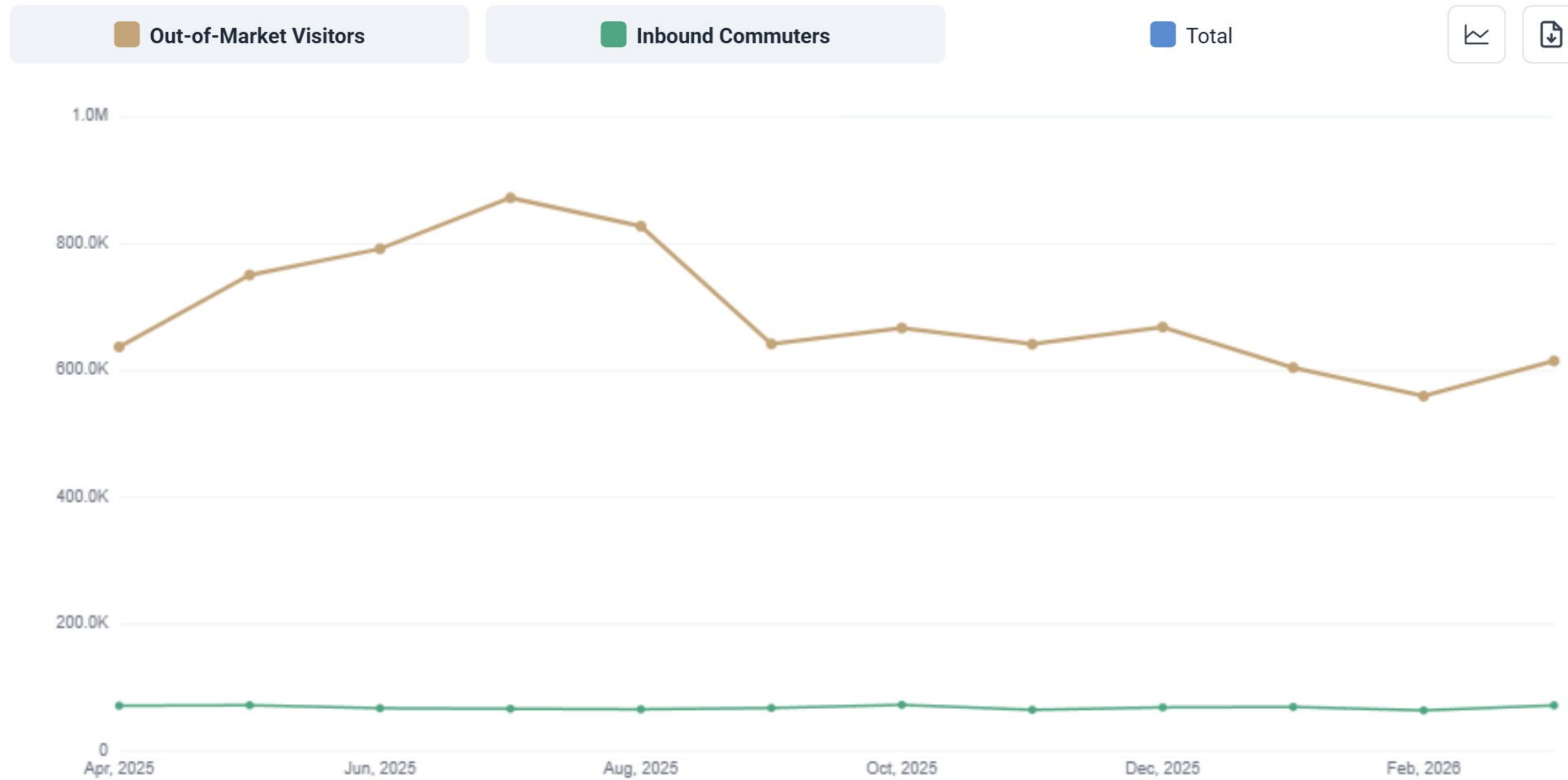
Visit count of Inbound Commuters, and Out-of-Market Visitors for March 2026

686.8K ▲+1.4% YoY



Monthly Visit Trend

Monthly visits trends of Non-Resident Visits for the last 12 months



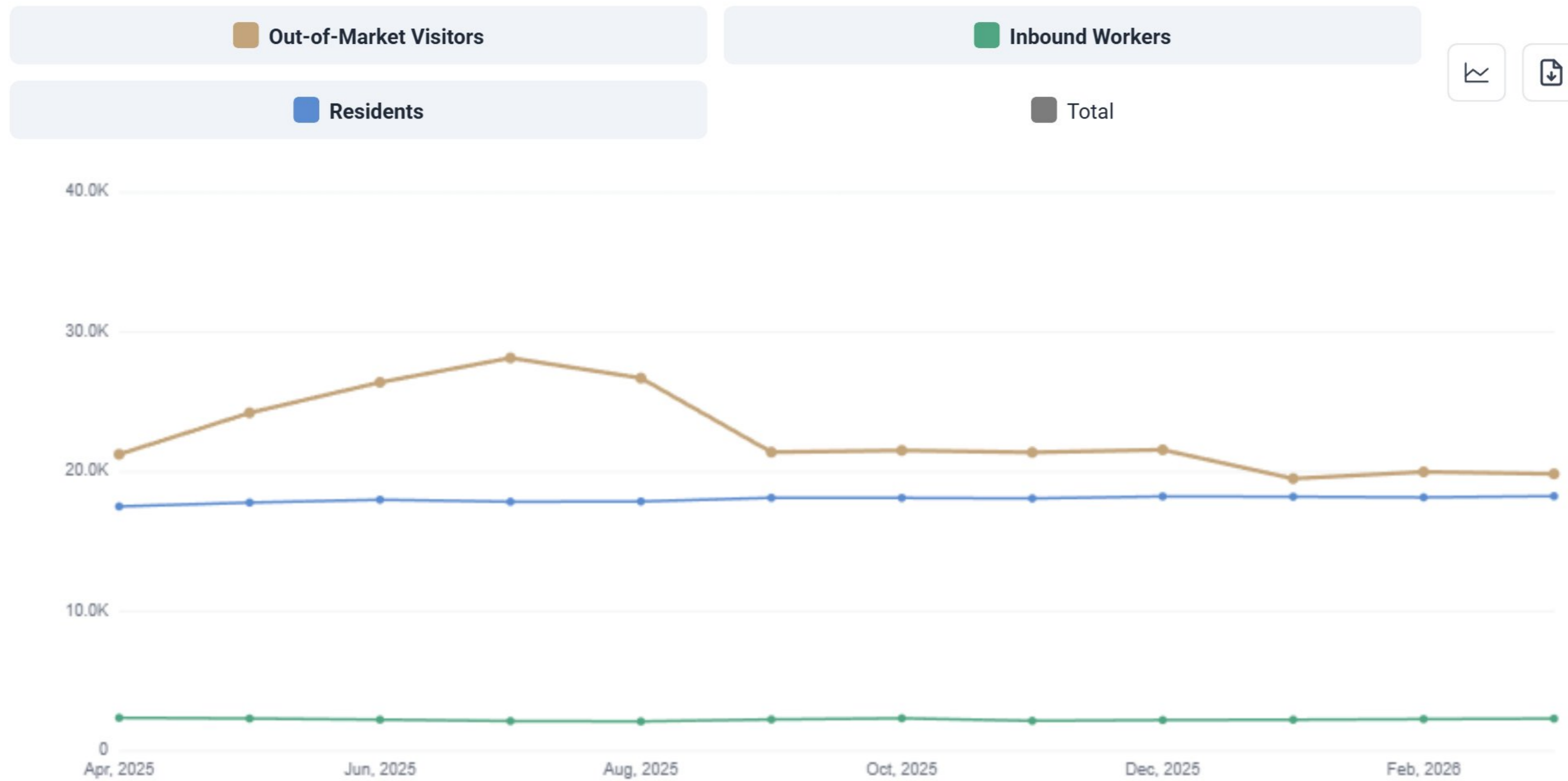
Highlights

Non-resident visits exhibit a pronounced seasonal pattern, with activity consistently peaking during the summer months. This trend highlights the city's strong appeal as a seasonal tourist destination, generating significant economic impact, particularly with visits reaching **938,810** in July.

Highlights were generated with AI

Monthly Population Trend

Monthly Trend of average daily population for the last 12 months



Highlights

The average daily population demonstrates a clear seasonal pattern, peaking at **48,131** in July before gradually moderating through the winter months. This typical seasonal fluctuation highlights the city's characteristic activity cycle throughout the year.

Highlights were generated with AI

Year Over Year Trends - Last Month

Comparison of March 2026 non-resident visitors and visits to prior years

	March 2026	MoM	YoY	Yo2Y	Yo3Y
Out-of-Market Visitors	195.4K	+1.4%	-1.2%	-0.1%	+3.0%
Out-of-Market Visits	615.1K	+9.9%	+1.5%	+0.9%	+1.9%
Inbound Commuters Visitors	4.8K	-0.6%	-5.7%	-11.3%	+3.4%
Inbound Commuters Visits	71.7K	+12.5%	+0.6%	-4.4%	-1.8%
Non-Resident Visits	686.8K	+10.2%	+1.4%	+0.3%	+1.5%

Highlights

The most notable trend for last month was the continued moderation in inbound commuters. Inbound commuters (visitors) saw a decline of **5.7%** compared to last year and a more pronounced **11.3%** drop compared to two years ago, indicating a sustained softening in this segment. Other metrics like out-of-market visitors and non-resident visits remained relatively stable, experiencing only minor year-over-year fluctuations.

Highlights were generated with AI

Year Over Year Trends - Last 3 Months

Comparison of Jan 2026 - Mar 2026 non-resident visitors and visits to prior years

	Jan 2026 - Mar 2026	YoY	Yo2Y	Yo3Y
Out-of-Market Visitors	343.3K	+2.2%	+3.0%	+5.6%
Out-of-Market Visits	1.8M	+3.5%	+2.6%	+4.7%
Inbound Commuters Visitors	4.9K	-3.4%	-6.5%	+5.5%
Inbound Commuters Visits	204.7K	-0.7%	-6.7%	-0.9%
Non-Resident Visits	2M	+3.0%	+1.5%	+4.1%

Highlights

Out-of-market visitor metrics generally show positive trends for the last three months, with out-of-market visitors increasing by **5.6%** over three years, indicating sustained growth. However, inbound commuter visitors eased by **6.5%** compared to two years ago, pointing to a recent softening in commuter activity.

Highlights were generated with AI

Year Over Year Trends - Last 12 Months

Comparison of Apr 2025 - Mar 2026 non-resident visitors and visits to prior years

	Apr 2025 - Mar 2026	YoY	Yo2Y	Yo3Y
Out-of-Market Visitors	885.6K	-0.9%	+0.1%	+2.1%
Out-of-Market Visits	8.3M	+1.3%	+1.5%	+3.6%
Inbound Commuters Visitors	5K	-4.1%	-2.1%	+4.6%
Inbound Commuters Visits	820K	-1.3%	-4.9%	-2.4%
Non-Resident Visits	9.1M	+1.0%	+0.9%	+3.0%

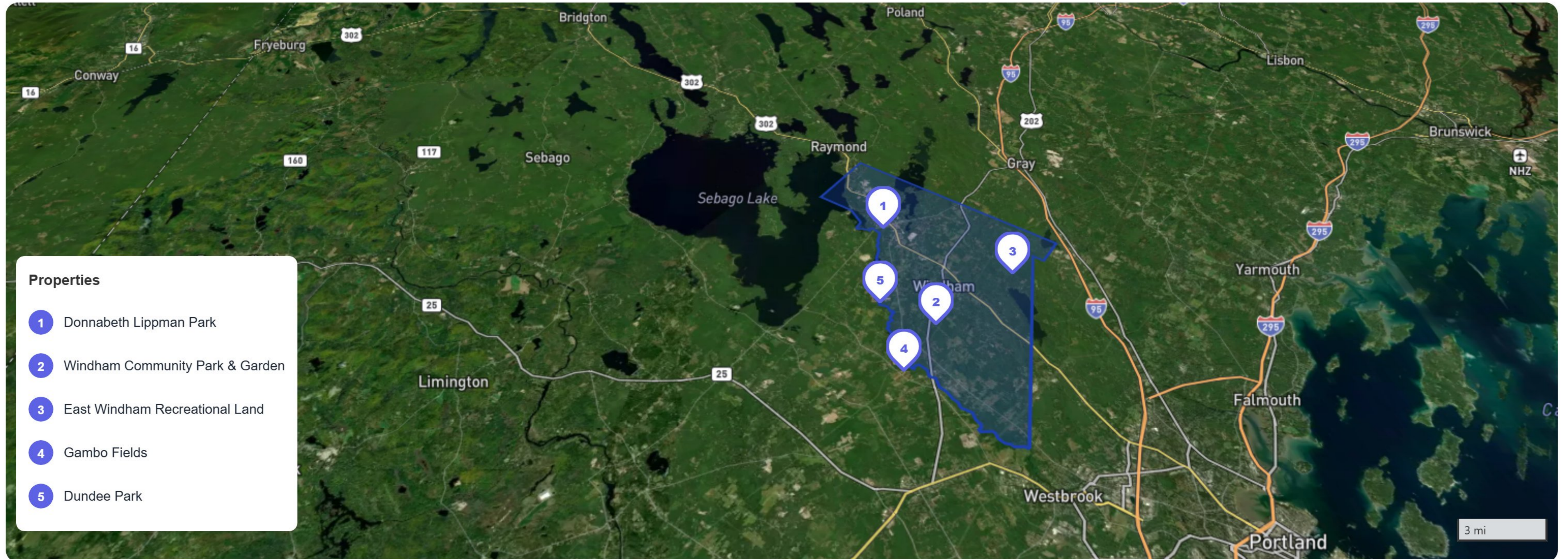
Highlights

Over the last 12 months, out-of-market visitors and non-resident visits remained largely stable, with year-over-year changes less than 1.5%. Conversely, inbound commuters continued to soften, experiencing a **4.1%** decrease in visitors and a persistent mild decline in inbound commuter visits over the past two years.

Highlights were generated with AI

Key Locations Map

Click on the locations on the map to see more details. Visits displayed represent the last month's visits to the location.



Selected Locations Visits Trend - Last Month

Visitation of selected locations for March 2026 and comparison to prior years

Name ↑	Address	MoM%	YoY%	Yo2Y%	Yo3Y%
Donnabeth Lippman Park	18 Chaffin Pond Rd, Windham, ME 04062	29.7%	-17.9%	-46.1%	-41.3%
Dundee Park	79 Presumpscot Rd, Windham, ME 04062	78.9%	47.8%	-12.8%	N/A
East Windham Recreational Land	Falmouth Rd, Windham, ME 04062	-19.0%	-3.6%	-6.1%	18.9%
Gambo Fields	Soccer Drive, Windham, ME 04062	159.3%	-30.7%	-28.7%	-21.0%
Windham Community Park & Garden	361 Gray Rd, Windham, Me, ME 04062	202.9%	-35.8%	-56.4%	-10.3%

Selected Locations Visits Trend - Last 3 Months

Visitation of selected locations for Jan 2026 - Mar 2026 and comparison to prior years

Name ↑	Address	YoY%	Yo2Y%	Yo3Y%
Donnabeth Lippman Park	18 Chaffin Pond Rd, Windham, ME 04062	-21.8%	-41.6%	-45.6%
Dundee Park	79 Presumpscot Rd, Windham, ME 04062	-27.4%	-69.1%	N/A
East Windham Recreational Land	Falmouth Rd, Windham, ME 04062	13.4%	26.9%	41.2%
Gambo Fields	Soccer Drive, Windham, ME 04062	-19.4%	-29.5%	-27.1%
Windham Community Park & Garden	361 Gray Rd, Windham, Me, ME 04062	-35.2%	-49.2%	-30.4%

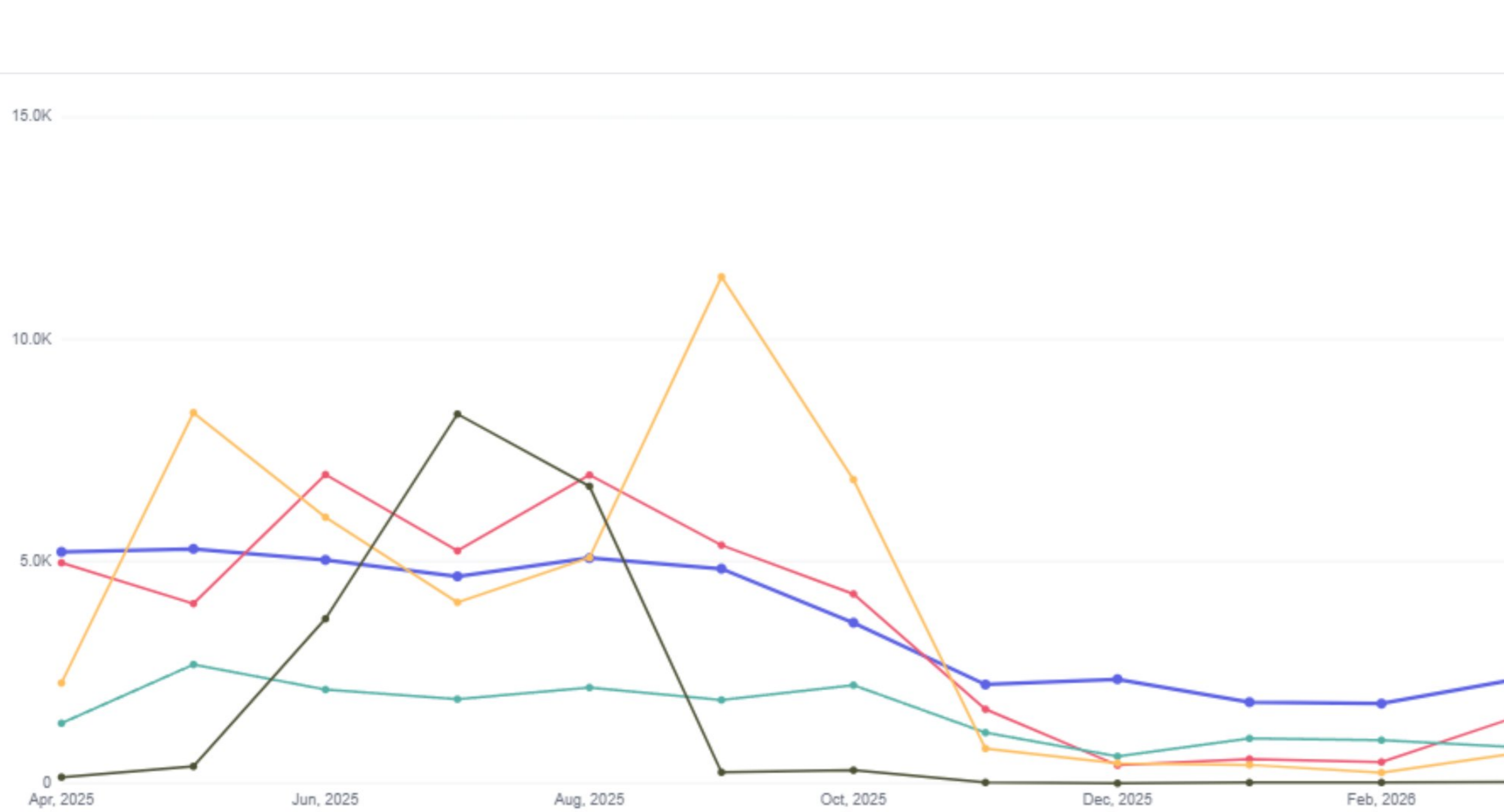
Selected Locations Visits Trend - Last 12 Months

Visitation of selected locations for Apr 2025 - Mar 2026 and comparison to prior years

Name ↑	Address	YoY%	Yo2Y%	Yo3Y%
Donnabeth Lippman Park	18 Chaffin Pond Rd, Windham, ME 04062	-6.4%	-19.0%	-12.4%
Dundee Park	79 Presumpscot Rd, Windham, ME 04062	252.4%	-15.5%	-22.8%
East Windham Recreational Land	Falmouth Rd, Windham, ME 04062	-25.7%	13.3%	10.2%
Gambo Fields	Soccer Drive, Windham, ME 04062	-12.8%	-15.6%	-20.2%
Windham Community Park & Garden	361 Gray Rd, Windham, Me, ME 04062	-4.2%	15.4%	22.0%

Benchmark Visits Trends

Visitation trend of selected locations for last 12 months (Apr 2025 - Mar 2026)



- Donnabeth Lippman Park**
18 Chaffin Pond Rd, Windham, ME 04062
- Windham Community Park & Garden**
361 Gray Rd, Windham, Me, ME 04062
- East Windham Recreational Land**
Falmouth Rd, Windham, ME 04062
- Gambo Fields**
Soccer Drive, Windham, ME 04062
- Dundee Park**
79 Presumpscot Rd, Windham, ME 04062

The background features a light blue grid pattern resembling a city map. Three semi-transparent location pin icons are scattered across the page: one in the upper left, one in the lower right, and one in the bottom right corner.

Thank You

For further information and questions about this report, please contact us at [1-833-752-2695](tel:1-833-752-2695). We're here Mon–Friday, 9AM–5PM EST.

March 2026